



E-COMMERCE

Electronic Commerce, the sales of goods and services online, has changed the face of business. More than ever before, small businesses can reach their target audiences and compete with larger businesses on a level playing field via the internet. Other benefits include improved customer satisfaction and return, increased new customer attraction, reduced overhead costs, and improved efficiency.

Armed with some very basic knowledge of e-commerce business strategies and techniques, anyone can achieve the profitability accessible through the internet without putting an unreasonable dent in their revenues.

This 6-week E-Commerce Business Series of classes will prepare small business owners and entrepreneurs to employ ecommerce methods, to become familiar with the terms and techniques of e-commerce, and to expand their existing infrastructure to support e-commerce.



VIRGINIA POLYTECHNIC INSTITUTE
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*The Networked Future Task Force
and
The Northampton County Extension
Presents:*

E-COMMERCE



Business Training Series

***A 6-week Course covering the
Basics of Electronic Business***

*One evening per week
February 10 – March 16, 2005.
6:30pm – 8:00pm*

*Cost: \$40 (includes workbook)
Deadline for registration - February 1
Registration Form Inside*

*Classes will be held at the
Northampton County Extension Office
5432-A Bayside Rd., Exmore, Virginia
(757) 414-0731*

E-COMMERCE



BUSINESS TRAINING SERIES

The Advantages & Strategies of E-Commerce

Week One - Thursday, February 10

- Explains why e-commerce is an important asset for businesses on the Eastern Shore of Virginia, and what options are available for selling online.
- Presenter: Jeffrey Gayle, Virginia Electronic Commerce Technology Center

Top Ten Secrets to Effective Web Design

Week Two - Thursday, February 17

- Explains the process by which you can obtain a domain name, find a Web hosting service, and create a successful Web site. Describes important points that should be on a Website for business growth.
- Presenter: Diane Dawson, Website Designer and Business Coach

Using the Internet as a Business Tool

Week Three - Thursday, February 24

- An update on broadband access, searching the internet, online buying and invoicing. A Shore Bank representative will discuss Online Banking & Bill Paying.
- Presenters: TBA

The series of 6-Classes will run from
February 10 thru March 16, 2005
Hours are from 6:30pm – 8:00pm
Cost of series: \$40.00 (including workbook)
Location of classes will be at the
Northampton County Extension Office
5432-A Bayside Rd, Exmore 23350
For questions call Brenda Holden or
Marne Paone Phone: (757)-414-0731

Internet Security Issues

Week Four - Thursday, March 3

- Explains how to protect your customers and yourself from the hazards associated with ordering and/or selling online, such as identity theft. Will provide solutions to concerns about computer viruses, spam, etc.
- Presenter: Scott Edwards, Liteworks, Inc.

Government Contracting

Week Five – Thursday, March 10

- Describes how government contracting with the state of Virginia and Federal Governments can help your business, and an overview of how to use the Online Procurement System.
- Presenters: John Fedkenheur of the Crater Procurement Assistance Center, and Deborah Hudson of the Virginia Dept. of Business Assistance.

An Introduction to the Center for Technical Data & Information and Internet Marketing

Week Six - Wednesday, March 16

- Will provide an introduction to the new research support service, CTDI, created to help businesses in rural areas. Covers online buying trends and marketing strategies.
- Presenter: Michelle Carpenter, Virginia Electronic Commerce Technology Center

Please detach and return this section with your payment.

REGISTRATION DEADLINE TUESDAY, FEBRUARY 1

Yes. I would like to attend the E-Commerce Business Series from Feb. 10 – Mar. 16, 2005

Name: _____

Business Name: (opt.) _____

Mailing Address: _____

City: _____

State, Zip: _____

Phone Number: _____ Email: _____

Return this registration and check to:

Northampton County Extension, 5432-A Bayside Rd., Exmore, VA 23350